



CALPEEK

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WILSON'S BUDGET: DEFICIT MONSTER FOR 1994-95.

Editor's note: By the time this issue of CALPEEK hits the street, Calif. may have a new \$57.3 billion budget for 1994-95. Here is CALPEEK's analysis...

...Another year and more *red ink* and *deficit spending*. Make no mistake, this new budget is **not** good political news for Gov. Pete Wilson, nor for members of the CA Legislature who approved it. But legislative Demos don't have the votes and it would have been politically stupid (some think suicidal) if they had tried to block the budget bill in this election year...

...Because of a cash-flow crunch, the State is borrowing \$7 billion in short-term notes to avoid issuing IOUs. That's the good news. But in order to get the short term help from the banks, lawmakers had to pass "triggering legislation" that requires huge across-the-board cuts if the State is unable to repay its debts. Odds of this legislation being activated are high because Gov. Wilson still believes the *federal tooth fairy* will deliver some \$2.8 billion built into his budget to offset the impact of illegal immigration. Odds of the feds delivering \$2.8 billion to Calif. --- don't bet your first born...

...Who got screwed under this new budget?? College students, renters, welfare parents, the poor, aged and disabled. K-12 schools and community colleges held their own. The CA penal system got a 9% increase in its budget --- because it's anticipated that there will be more criminals placed behind bars due to the new "3 Strikes" law...

...GOP Controller candidate Tom McClintock already has issued his annual budget assessment and to the surprise of few, he doesn't like this budget and has suggested 150 different ways to trim \$11.5 billion in what he sees as wasteful spending from the budget. McClintock also says that deficit spending over

\$300,000 is unconstitutional under Article 16 of the State Constitution *without voter approval*. But believe it or not, Tom is not pointing the finger at his "new friend" Gov. Pete, which may come as a shock to some who know that these two really don't like one another. No, McClintock says there's enough blame for everyone. Stay tuned...

CA BALLOT MEASURE UPDATE: THE MEGA BUCK MARLBORO MAN INITIATIVE CAMPAIGN OF 1994.

Editor's note: At first glance, one might think the Philip Morris smoking initiative to ban local laws and replace them with a weaker Statewide smoking law might have trouble passing here in Calif. After all, the public perception about tobacco companies isn't all that favorable. But then take a look at some of the polling data, both in Calif. and nationwide. Bottomline: the Marlboro Man has a 50-50 shot at winning in November. Here's our update & analysis...

...In 1988, the tobacco companies spent \$22 million trying to defeat Prop. 99 --- a measure to raise the State tax on cigarettes by 25 cents. It didn't work and Prop. 99 is now on the books. In 1994, sources think Philip Morris, Inc. may spend more than \$10 million to pass its initiative, which has just qualified. That's just a guess, the amount spent could be less or more...

...With all the negative publicity coming out of U.S. Congressional hearings (on *nicotine* & second-hand smoke) in recent weeks, one might think that the Marlboro Initiative might be in trouble. No way to tell just yet --- but we'll know soon because pollster Mervin Field is now testing voter reaction. However, CALPEEK does have 1993 data from Field and it's not especially encouraging news for opponents, known as the Coalition for a Healthy Calif....

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...Some 96 cities & counties in Calif. have laws which require smoke-free restaurants and 85 local governments mandate smoke-free workplaces. If the Marlboro Initiative passes, these laws will be abolished. In that 1993 survey, 48% favored a smoking ban in restaurants, whereas 50% favored a special restaurant smoking section. And while 43% favored a smoking ban in the workplace, 53% favored a special smoking section at work. The Marlboro Initiative allows restaurants and businesses to have special smoking areas for customers and workers...

...Nationwide, a Gallup Poll taken Mar. 11-13 among 1,007 adults, showed only 38% favored a ban on smoking in restaurants (up 10-pts. from 1991) and support for a smoking ban in the workplace was only at 32%. The conclusion drawn from these two polls is that the Marlboro Initiative has a shot at winning on Nov. 8th...

...While the polling data is interesting, perhaps more interesting is the action taking place in Sacto, where AB 13 by Terry Friedman(D-L.A.) just recently passed in the State Senate by a 22-9 vote. It has already passed in the Assembly and now heads back to the Assembly floor to concur in senate amendments before moving to Gov. Pete Wilson's desk. Friedman's bill calls for a 100% smoke-free environment in the workplace and in restaurants...

...What will Gov. Wilson do? Lots of pressure is on Wilson to veto the bill, but remember what Wilson did in 1993? He signed an executive order to ban smoking in all State buildings. If he were to sign AB 13 --- and then the Marlboro Initiative were to pass, AB 13 would be gone. Politically, the smart move for Wilson is to sign AB 13 and then let the voters decide which law they want. Stay tuned...

10th ANNUAL POLITICAL CMP. MGT. INSTITUTE.

The 10th annual Political Campaign Mgt. Institute offered by UC Davis Extension will take place July 14-17 at the UC Davis Campus. Instructors include political consultants Don Solem, Max Besler, Allan Hoffenblum, Alex Evans, Stephen Kinney, Ray McNally and Jeff Raimundo. For info call (916)757-8643...

DEMOS BATTLE FOR THEIR SHARE OF ORANGE CO.

Editor's note: Earlier this year CALPEEK did a story about the challenges faced by Demos in Orange Co. Here is our update & analysis, 5 months later...

...In October of 1992, Demo registration stood at about 428,000 or 34.5%. Two years later the numbers are down somewhat --- to 397,000 --- but the percentage is the same. Orange Co. has the 4th largest Demo registration in Calif., but the Demos are scattered all over the county, so their clout is concentrated in only a few places. But with such large numbers, it's important for top of the ticket Demos to do well here...

...Orange Co. Demo sources are somewhat worried about Kathleen Brown, but there is much enthusiasm for U.S. Sen. Dianne Feinstein, Demo AG candidate Tom Umberg, LG candidate Gray Davis and controller candidate Kathleen Connell. But what about House and legislative candidates???

...In terms of U.S. House candidates, CALPEEK sources say Orange Co. Demos have kissed off the 46th C.D. until 1996. Demo nominee Mike Farber, who was recently in D.C. once again (he goes there frequently to talk up his candidacy) now has to contend with Demo runner-up Robert Banuelos mounting a write-in campaign. Thus B-1 Bob Dornan(R) wins again. Ditto Chris Cox(R) and Ed Royce(R). As for U.S. Rep. Dana Rohrabacher, the numbers just aren't there for Huntington Beach atty. Brett Williamson(D), but sources think he has made a favorable impression on moderate GOP women and with Perot voters --- thus he might run well ahead of registration and perhaps give Dana something to think about. Some Demos want Williamson to move to the 46th C.D. for 1996. He's well liked and respected...

...State Sen. Rob Hurtt(R-34th S.D.) is the only senator up this time and in businesswoman/Buena Park councilwoman Donna Chessen(D), Hurtt may have his hands full. In a very early poll (Evans McDonough), 70% of the 34th S.D. voters could not ID Hurtt. The registration is 46.20% Demo vs. 41.99% GOP, meaning this district leans Republican. HOWEVER...

...The 34th S.D., which is nested with the 68th A.D. (Pringle) and the 69th A.D. (Umberg), are targets for a very heavy Demo registration drive. At least that's the

hope of Orange Co. Demos. The Demos want to hold the Umberg seat and knock Pringle out of the Assembly with Anaheim Councilman Irv Pickler, a veteran war-horse who can raise money. Currently the 68th A.D. registration is 45.48% GOP to 41.93% Demo. It is a long shot, but Demos feel they have a chance. As for the 69th A.D., registration is 53.98% Demo vs. 35.64% GOP. The Demo nominee is Mike Metzler and the GOp is Jim Morrissey. As of now, Demos think they have a better than 60-40 shot at holding this seat. And if the registration drive in the 68th & 69th ADs is effective, this also will benefit Chessen and perhaps make Hurtt think twice before venturing out of Orange Co. to help other candidates...

...As for the other Demo legislative candidates --- well, let's just say that they're running for Central Cmt. jobs. Good people, without much money or chance. Next week CALPEEK starts its House & Legislative campaign coverage for the general. Stay tuned...

AFTER GETTING OFF TO A VERY SLOW START, U.S. SEN. DIFI IS FINALLY RESPONDING TO HUFFINGTON. Calif.'s one-sided U.S. Senate campaign is now beginning to get interesting, because after months of not responding to repeated attacks, U.S. Sen. Dianne Feinstein(D) and her team are punching back. The battle is no longer one-sided...

...Just prior to the June 7th primary, DiFi's media team of Morris & Carrick produced an ineffective and some say poor attack spot on DiFi's GOP rival, freshman U.S. Rep. Michael Huffington of Santa Barbara. All the negative elements about the former Texan that DiFi's team wanted to emphasize were present, but the 1970s era ad just didn't click. But two new attack ads are making an impact, although Huffington, with this \$370 million personal fortune, is responding to every new commercial. Nevertheless, the hits are driving up Huffington's negatives...

...The first ad is a man-on-street spot, featuring workers from Raytheon's plant in Goleta. For those who have forgotten, Raytheon execs asked Huffington for help with a defense contract and he told them to stuff it. The Raytheon workers in the spot blast Huffington for his refusal to help save jobs. The second ad that's airing is called "Border" and it accuses Huffington of voting against new border guards. Huffington is

steamed, saying he has voted for border guard funding, but DiFi's team has issued backup materials showing that on 3 different dates -- July 20, 1993, Oct. 19, 1993, and June 27, 1994 Huffington voted NO on appropriation bills for the Justice Dept. It gets back to that old political saying of "one candidate's smear is another candidate's fact sheet."...

...In-between these two new TV ads, DiFi won the endorsement of the CA Farm Bureau Federation. That should not be a total surprise to CALPEEK readers. If you'll recall, CALPEEK's April 25th issue had a short story talking about "Farmer Feinstein" rebuilding bridges to Calif.'s ag community. The Farm Bureau endorsement is significant and a major boost for DiFi. FYI: one thing that has to concern DiFi are the high negatives of Pres. Bill Clinton and Kathleen Brown in the 16th S.D. --- Bakersfield/Central Valley area. 35.8% approve of the way Clinton has done his job, but 51% disapprove. As for Brown, her favorable number stand at 30.8%, while her unfavorable is 48.3%. This polling data is from Meta Information Services and was conducted between June 22-28 among 400 registered voters in the 16th S.D....

...Bottomline: DiFi has got to keep the pressure on and building. Her once huge lead over Huffington is down to single digits, but she's still regarded as a slight favorite to win. What's next in the way of TV spots for DiFi? Sources think DiFi may go after Huffington for his refusal to release his income taxes. Stay tuned...

DOMESTIC VIOLENCE TOPIC OF WIPA MEETING.

Lydia C. Bodin, domestic violence coordinator for the L.A. Co. DA's office, will be the featured speaker when Women In Public Affairs(WIPA) holds its July 20 meeting, 11:30 a.m. reception, 12 noon lunch, Hotel Inter-Continental of L.A. For info or RSVSs, call Leila Campos at Gannett Outdoor Co. (213)276-7206...

ALATORRE TO ADDRESS CURRENT AFFAIRS FORUM.

The "new" L.A. Co. MTA will be discussed by L.A. Councilman Richard Alatorre, the immediate past president of the transportation authority, 11:30 a.m. reception, 12 noon lunch, July 21, Hyatt Regency Hotel, L.A. For info & RSVPs, contact Emma Schafer at (310)445-8862...

DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

● **The O.J. File** - As a follow-up to last week's story about L.A. Co. DA Gil Garcetti and the O.J. Simpson murder case, for your summertime reading don't miss the July issue of *Los Angeles* magazine. Writer Bill Davidson's article, "Court Jester," rips Garcetti to pieces. FYI: Is Simpson co-counsel, former Santa Clara College Law School Dean Gerald Uelman, the same person who wrote that op-ed piece some time ago saying that CA's "3 Strikes Law/Initiative" could void the State's death penalty in certain circumstances??? We think so...

● **Mobilehome Rent Control** - Efforts to stop an initiative that would invalidate existing State mobilehome rent control laws and prohibit new ones, evidently weren't successful, as Californians for Mobilehome Fairness turned in petitions to county registrars on time, with June 27th being their deadline. CMF needed more than 384,984 to qualify. The various registrars are now counting and if this measure should qualify, it would go on the March 1996 ballot (remember, the primary in presidential election years has been moved forward)...

● **Card Club Madness** - Another brief follow-up from last week. CALPEEK said there has been only 1 card club initiative approved in the last 2 years, dating back to the November 1992 election cycle. We stand corrected. In April of this year voters in San Pablo approved Measure C to set up a card club in this Contra Costa County city of 25,000. AND, as predicted, the CA Assembly approved AB 2803 by Phil Isenberg (D-Sacto). The measure won on a 48-10 vote, with Speaker Willie Brown battling against the measure. It now goes to the State Senate...

● **Are Local Govts. Really Broke?** - Over the years many politicians and some in the news media have blamed Prop. 13 for many of the fiscal problems faced by State & local government. But a new study by Pepperdine Univ. Prof. Gary Galles (and published by the Howard Jarvis Taxpayers Assn.) shows that a huge growth in fees and special assessments has more than made up for revenue losses attributed to Prop. 13. Thus, according to HJTA Pres. Joel Foxx, "The inescapable conclusion is that government has as much, or

more, money than ever to address its obligations to C residents,"...

● **S.F. Public Toilets** - Sources report that there is likely to be a ballot measure battle in S.F. this fall over public toilet --- not really the johns themselves, but ... controls the advertising on the walls of the 27 proposed free public stalls. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Demo Kathleen Brown has added attorney Roger Carrick to her campaign as director of policy...

● Santa Barbara-based Davies Communications has been hired to handle the reelection campaign of GOP U.S. Rep. Carlos Moorhead of Glendale...

● McNally Temple Associates wins 8 awards from the Sacto Advertising Club for print design, TV and radio production...

● Campaign consultant Paul Croshaw moves his Croshaw Communications to 230 Atticva Drive, Long Beach, CA 90803. New phone (310)433-1805...

CALPEEK'S MARKETPLACE NETWORK

● **The public relations/public affairs firm The PBN Company** has immediate openings for an account executive in both its Sacramento & Long Beach offices. Applicants are expected to have at least two years experience in the fields of public relations, government relations or journalism and be excellent writers. Those interested in Sacramento should fax their resumes to Sean Garrett, account executive, at (916)444-0159, and those interested in Long Beach should fax their resumes to Susan Keefe, sr. project manager, at (310)983-8199. If you have any questions, please call Sean Garrett at (916)444-2671...

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